

### Abstract

A method and system for extracting multimedia content segments, such as electronic clips or "eClips," from a source of video or other multimedia content. The extraction is based on individual preferences such as key terms and/or phrases as well as content source, which a user may identify in a profile. User profiles can be stored in a service platform and continually checked against new content in the system. When matches are found between a user profile and the content, the service platform can alert the user that segments have been identified and extracted. The user may then view/play these automatically provided segments (eClips). In addition, the eClips service is capable of stitching the clips of diverse sources together, providing an automatically generated multimedia experience that revolves around the user's provided profile.